

1996 Program Champions

**WASTE
WISE**



Congratulations WasteWi\$e Partners

This booklet features the achievements of the 1996 WasteWi\$e Champions - those companies being honored at the 1996 National WasteWi\$e Forum for their solid waste reduction successes.

Companies are being recognized for **Sustained Leadership in Waste Prevention** and for **Comprehensive Waste Reduction Programs**.

Based upon information and data from the WasteWi\$e Annual Reporting Forms, this

booklet highlights each Champion's WasteWi\$e efforts with special emphasis on their waste prevention accomplishments. Company profiles may reflect only a portion of their overall waste reduction program. In most cases, companies are implementing additional waste reduction activities beyond the actions described.

EPA offers its congratulations to these WasteWi\$e Champions for their environmental leadership, and encourages other businesses to follow their outstanding example.

Sustained Leaders in Waste Prevention

These Charter Partners have aggressively incorporated measured waste prevention practices into their core business operations. Companies include:

Bank of America
Baxter International
Bell Atlantic
BellSouth Telecommunications
Chrysler
Clorox
Coors Brewing Company
Dow Corning
E.I. DuPont de Nemours & Co.
General Mills
Hewlett Packard
Johnson & Johnson
McDonald's
Pepsi-Cola Company
Procter & Gamble
Stone Container
Target Stores

Comprehensive Waste Reduction Programs

These partners made notable progress in all three elements of the WasteWi\$e program—waste prevention, recycling collection, and buying or manufacturing recycled products—in 1995. Companies include:

Abbott Laboratories	Inland Steel
Aetna Inc.	Louisiana-Pacific Corp.
Allergan	Maytag
Anheuser-Busch	Millipore
Apple Computer	Motorola
Baltimore Gas & Electric	Mt. Bachelor Ski & Summer Resort
Bethlehem Steel	Navistar International Transportation
Betterworld/Planet Recycle	NEPTCO
The Body Shop	Northeast Utilities
Buckley's Quality Printing Co.	NYNEX
CITGO Petroleum	Pennsylvania Power & Light
The Coca-Cola Company	Perkin-Elmer Corp.
Compaq Computer Corp.	Public Service Electric & Gas
Eastman Kodak	Radio Flyer
EG&G	Schlegel Corp.
Ford Motor Co.	Silicon Graphics
Fort Howard	Sligo Adventist School
General Motors	State Farm Mutual Automobile Insurance Co.
Georgia-Pacific Corp.	Stonyfield Farms Yogurt
Gillette	Texas Instruments
Hallmark Cards	The Walt Disney Co.
HASBRO	Herman Miller
Herman Miller	Xerox
Ingersoll-Rand	

WasteWi\$e Waste Prevention Statistics

M aterial Reduced (lbs.)	1994	1995
Paper	750,000	8,492,500

Bank of America Corporation

Environmental Policies #5800
P.O. Box 37000
San Francisco, CA 94137
Principal Contact: Candace Skarlatos

Profile

Bank of America has an aggressive waste prevention program that is focusing on innovative ways to reduce paper use. Bank of America has incorporated environmental responsibility and waste reduction into its core financial operations. With over 96,000 employees and all of its facilities participating in WasteWi\$e, Bank of America has made a firm commitment to waste prevention through employee involvement and innovative ideas.

Outstanding WasteWi\$e Efforts

- c Installed new printers with duplex capabilities that will reduce paper consumption up to 30 percent.
- c Initiated a pilot to suppress detail reports, which will reduce current output for these reports by more than 90 percent and will save more than 750,000 pieces of paper annually (7,500 lbs). \$185,000 will also be saved by eliminating the work time taken to review the reports.
- c Introduced new software-based "laser letterhead" that allows employees to customize corporate signature letterhead with personalized information, such as name, title, or address. Employees can update information quickly and output the exact quantity required, translating into a 56 percent cost savings over pre-printed letterhead.
- c Eliminated 250,000 pounds of paper for procedure manuals by condensing its branch reference libraries and making use of a telephone support center with full policy and procedure backup. The company saved 200,000 pounds of paper as a result of its campaign to encourage employees to make double-sided copies, carefully format documents, and pare down distribution lists.
- c Bank of America's decision to return to printing the account reconciliation section of checking account statements on the back rather than the front decreased paper use by 300,000 pounds.

Baxter International

One Baxter Parkway
Deerfield, IL 60015
Principal Contact: William R. Blackburn

WasteWi\$e Waste Prevention Statistics

M aterials Reduced (lbs.)	1994	1995
Packaging Materials	7,700,000	3,900,000
Medical Supplies	950,000	790,000

Profile

Baxter International, a leading producer, developer, and distributor of medical products worldwide, has made a firm commitment to reduce packaging and donate medical supplies to non-profit organizations over the past few years. The company has committed to working with its suppliers and customers to reduce packaging waste. In fact, 319 of the company's suppliers committed to reducing packaging and other waste as a result of Baxter's efforts in 1995. In addition to these initiatives, many Baxter facilities work actively with local communities to educate students on waste reduction.

Outstanding WasteWi\$e Efforts

- c During 1994 and 1995, donated a total of 1,740,000 pounds of surplus or short dated medical supplies and equipment worth over \$21 million to non-profit organizations. Since 1992, Baxter has been affiliated with AmeriCares, a non-profit organization that distributes medical supplies for relief efforts worldwide.
- c Reduced packaging in domestic facilities by 28 million pounds (21 percent) over a five-year period from 1990-1995. In 1995, Baxter saved 3.9 million pounds of packaging waste, resulting in a cost savings of \$4.7 million. In 1994, the company conserved an estimated 7.7 million pounds of packaging. These reductions have allowed Baxter to overachieve its 15 percent packaging reduction goal. Baxter has achieved its goal by reducing the average per-unit weight of its packaging and by promoting the use of reusable shipping containers.

WasteWi\$e Waste Prevention Statistics

Materials Reduced (lbs.)	1994	1995
Paper		6,200,000
Mixed Metals		
Telecomm. Equipment	8,000	200,000
Furniture	3,000	

Profile

Waste prevention pays off for Bell Atlantic, especially in its printing. One of its primary WasteWi\$e goals has been to find ways to reduce paper use in telephone directories. Bell Atlantic has also successfully refurbished telecommunications equipment and has found secondary uses for furniture, furthering its commitment to waste prevention.

Outstanding WasteWi\$e Efforts

- Changed specifications for telephone directories to reduce the amount of paper required, such as reducing the basis weights for incidental pages, including coupons, indexes, government pages, and showcase pages. The actual dimensions of the directories were also reduced, which, along

Bell Atlantic Corporation

650 Park Ave.
Second Floor
East Orange, NJ 07017
Principal Contact: Maureen Burke

with other changes, conserved 5.8 million pounds of paper in 1995.

- Campaign to reduce copier paper usage achieved a 400,000 pound decrease in paper during 1995, saving \$300,000.
- Increased the repair and redeployment of telecommunications equipment. This eliminated 208,000 pounds of mixed metal waste during 1994 and 1995.
- Surplus furniture is evaluated and is either stored for reuse, donated to approved organizations, sold to outside customers, or scrapped for salvage value. By 1995, Bell Atlantic successfully eliminated the need to dispose of any furniture.

BellSouth Telecommunications

675 W. Peachtree Street, N.E.
SBC 28L63
Atlanta, GA 30375
Principal Contact: Brenda Stirrup

WasteWi\$e Waste Prevention Statistics

Materials Reduced (lbs.)	1994	1995
Paper		1,353,500
Wood		459,000
Metal	3,000	
Plastic	14,100	

Profile

BellSouth Telecommunications provides telecommunications services throughout the Southeastern United States. The company has demonstrated a firm commitment to waste prevention by implementing paper reduction initiatives and donation programs that have eliminated millions of pounds of waste.

Outstanding WasteWi\$e Efforts

- Eliminated the purchase of fiber optic wooden reels by purchasing cable on reusable steel reels only. Decreased wood waste by 459,000 pounds in 1995.
- Began printing double-sided customer bills in 1995. This activity reduced 1,346,000 pounds of paper and saved the company \$535,000.
- Used electronic data interchange (EDI) to increase electronic billing by six percent in 1995, reducing paper consumption by 7,500 pounds and saving \$54,000.
- During 1994 and 1995, the company conserved millions of sheets of printout paper and saved \$3.5 million by implementing an electronic filing system. BST's system of storing reports electronically enables employees to view, download, or print reports archived in the company's data centers from their own workstations. Implementing this system has helped the company conserve paper, improve efficiency, and reduce the need for paper storage.
- Donated trash receptacles, binders, and video tapes to local schools and United Cerebral Palsy in 1994. This activity saved 3,000 pounds of metal and 14,100 pounds of plastic.

Chrysler Corporation

800 Chrysler Drive East
CIMS 482-00-51
Auburn Hills, MI 48326-2757
Principal Contact: Linda Plate

Profile

Chrysler Corporation has made a corporate commitment to environmental protection and has stated that its goal is to eliminate, reduce, reuse, or recycle all solid waste generated at its facilities. More specifically, by reducing and reusing packaging and parts, Chrysler has achieved continuous success in waste prevention. To assist in meeting its goals, Chrysler developed a guidebook called "Packaging and Shipping Instructions" that provides detailed instruction on how to reduce and manage the packaging and shipping material used in its facilities.

WasteWi\$e Waste Prevention Statistics

Materials Reduced (lbs.)	1994	1995
Wood	55,000,000	4,317,600
Corrugated	40,000,000	4,317,600
Plastic	5,000,000	2,198,800
Paper	150,000	137,496

Outstanding WasteWi\$e Efforts

- c Eliminated expendable packaging through the use of returnable containers and reuse of materials. This activity reduced corrugated, wood, and plastic packaging by 100,000,000 total pounds in 1994 and 10,794,000 total pounds in 1995.
- c Reduced the number of pages printed by Information Systems, achieving a 10 percent reduction in paper use between 1993 and 1994 and a 13.6 percent reduction between 1994 and 1995. During 1994 and 1995, Chrysler eliminated over 28 million pages of paper (287,000 lbs).
- c Reused plastic caps and plugs on engines and transmissions. This activity was investigated in 1994 and was implemented in 1995 with 40,000 pounds of plastic caps reused.

WasteWi\$e Waste Prevention Statistics

Materials Reduced (lbs.)	1995
Corrugated	3,028,000
PET	281,000
Various Donated Materials	100,000
Boxboard	27,200
HDPE	7,300

Profile

The Clorox Company has achieved notable waste prevention success through its commitment to lightweighting, development of concentrated products, and packaging redesign. The company has implemented changes to some of its most popular product lines, and by doing so has achieved significant waste reductions and cost savings.

Outstanding WasteWi\$e Efforts

- c Developing concentrated products that will enable Clorox to reduce packaging. This project is being continued into 1996.
- c Lightweighted primary packaging. This activity saved 7,300 pounds of HDPE, 281,000 pounds of PET, and

The Clorox Company

P.O. Box 493
7200 Johnson Dr.
Pleasanton, CA 94566
Principal Contact: Terry Bedell

27,200 pounds of boxboard in 1995. This included lightweighting of Pine-Sol and Kitchen Bouquet bottles and packaging.

- c Eliminated more than 3 million pounds of material by redesigning the corrugated cases used to transport products. This activity, combined with the lightweighting described above, saved Clorox over \$536,100 in 1995.
- c Implemented test product giveaway program that eliminated 100,000 pounds of various product wastes while providing free cleaners to several non-profit agencies.
- c Since the beginning of the WasteWi\$e program, the company's overall efforts have reduced waste by over 6 million pounds.

Coors Brewing Company

Dept. BA300

Golden, CO 80401

Principal Contact: Joseph Ragno

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1994	1995
Glass		53,308,000
Corrugated	423,600	6,834,000

Profile

Coors Brewing Company, one of the largest producers of beer in the United States, has successfully incorporated waste prevention actions into its core distribution operations. The company's commitment to waste prevention is demonstrated by lightweighting and redesigning its corrugated bottle boxes, glass bottles, and 6-pack bottle carriers.

Outstanding WasteWi\$e Efforts

- Bottle lightweighting activities saved over 53 million pounds of glass in 1995.
- Reducing the bottom and top flap dimensions of bottle boxes eliminated over 6.8 million pounds of corrugated in 1995. In 1994, Coors saved 423,600 pounds of corrugated through lightweighting.

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1994	1995
Steel	109,296	8,046,488
Wood	1,701,850	809,450
Polystyrene	3,500	3,100
Cotton		700
HDPE		1,100

Dow Corning Corporation

3901 South Saginaw Rd.

Mail Stop 065

Midland, MI 48606-0995

Principal Contact: Kim S. Hohisel

Profile

Dow Corning's waste prevention success is attributable to significant changes in its transport packaging operations. Through its drum reconditioning and packaging reuse programs, Dow Corning reduced millions of pounds of wood and steel while saving millions of dollars.

Outstanding WasteWi\$e Efforts

- Reused steel and plastic drums. Dow Corning reconditioned 150,000 steel drums in 1995, reducing 7.8 million pounds of steel, and saving \$2,298,000. The company saved \$1,060 and eliminated 1,100 pounds of HDPE by cleaning and selling plastic drums in 1995.
- Repaired and reused damaged wood shipping pallets. In 1995, Dow Corning removed 809,450 pounds of wood

from the solid waste stream through this activity. In 1994, over 34,000 pallets were reused, eliminating over 1,701,000 pounds of wood.

- Reused polystyrene packaging peanuts from incoming shipments in outgoing shipments. This activity saved a total of 6,600 pounds of polystyrene in 1994 and 1995. In fact, in 1994, Dow Corning did not purchase any polystyrene packaging peanuts.
- Replaced steel drums with refillable cylinders. In 1995, the company eliminated 246,500 pounds of steel by using the cylinders. In 1994, 1,518 steel drums were not used as a result of this program, resulting in a decrease of over 109,000 pounds of steel.

E.I. DuPont de Nemours & Company, Inc.

Barley Mill Plaza
Walker Mill Bldg
Wilmington, DE 19880
Principal Contact: Bill Haaf

Profile

DuPont's commitment to its corporate policy, "We will drive toward zero waste generation at the source," is clearly demonstrated by the company's waste prevention success. For the second year in a row, DuPont has recorded impressive waste prevention achievements through its packaging reduction, equipment reuse, and pallet reclamation programs.

Outstanding WasteWi\$e Efforts

- DuPont's Environmentally Improved Packaging Program, which has a goal to reduce product packaging by at least 50 percent by the year 2000, eliminated 16,573,000 pounds of

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1994	1995
Packaging Materials	5,300,000	11,273,000
Excess Equipment	1,700,000	1,500,000
Pallet Wood	940,000	4,103,218

packaging during 1994 and 1995 through lightweighting, reusable packaging, and other activities.

- The company's equipment reuse program has allowed a total of 3,200,000 pounds of obsolete, damaged, or excess equipment to be either reused internally or sold for reuse. Furniture, computers, printers, and other electronic equipment are included in this program.
- The Pallet Reclamation Program eliminated 940,000 pounds of wood in 1994. By involving more of the company's businesses in the program in 1995, volume reductions jumped 330 percent for a total of 4,103,000 pounds of wood reduced in 1995.

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1994	1995
Total Packaging Materials	24,000,000	42,000,000
Corrugated		38,294,000
Plastic		1,342,000
Metal Foil Wrap		860,000

Profile

General Mills continues to demonstrate its leadership in waste prevention. General Mills has made a firm commitment to WasteWi\$e by including all food plants, research and development, and headquarters operations in its WasteWi\$e reporting. In 1995, the company implemented packaging projects that conserved 42 million pounds, an increase from the already impressive 1994 level of 24 million pounds.

Outstanding WasteWi\$e Efforts

- Reduced product packaging material by shortening flaps on corrugated shipping containers.
- Used less plastic in yogurt tubs, resulting in 980,000 pounds of plastic conserved.
- Redesigned the shipping container for cereals, for a savings of over 16 million pounds of corrugated in 1995. This was

General Mills, Inc.

9000 Plymouth Ave. North
Minneapolis, MN 55427
Principal Contact: Robert L. Esse

accomplished by using plastic straps to hold the cereal boxes tightly between just two pieces of corrugated. This new design reduces the amount of corrugated needed for the packaging by 30 percent. When first initiated, General Mills speculated that 3 million pounds of corrugated would be eliminated each year. The 16 million pounds saved in 1995 far exceeded this goal.

- Foil cereal liner was changed on two brands, resulting in a decrease of 860,000 pounds of metal foil.
- Initiated a reusable tote system for moving products from one location to another and transporting many incoming ingredients. This activity conserved 16,000,000 pounds of corrugated.

Hewlett-Packard Corporation

1501 Page Mill Road
M/S 5UE
Palo Alto, CA 94304
Principal Contact: Paul Quickert

WasteWi\$e Waste Prevention Statistics

M aterial Reduced (lbs.)	1995
Ink-Jet Cartridge Packaging	2,800,000
Paper/Polystyrene Cups	210,000
Other Packaging	86,000

Profile

Hewlett-Packard is a leading manufacturer of electronic products and systems for measurement, computation, and communications. By making design changes to the packaging of one of these products, its ink-jet cartridges, the company conserved millions of pounds of packaging. The success of this activity and other waste prevention activities initiated by Hewlett-Packard exemplify the company's firm commitment to waste prevention and the WasteWi\$e program.

Outstanding WasteWi\$e Efforts

- Redesigned the packaging for its ink-jet printer cartridges to use less material, resulting in a total reduction of 2.8 million pounds of various packaging materials.
- Shifted from paper/foam cups to reusable mugs at coffee stations, reducing paper and polystyrene waste by 210,000 pounds.
- Transition to using reusable containers for inbound materials conserved 86,000 pounds of packaging waste.

WasteWi\$e Waste Prevention Statistics

M aterial Reduced (lbs.)	1994	1995
Packaging Materials	21,915,000	29,822,000
Paper	750,000	443,000

Johnson & Johnson

One Johnson & Johnson Plaza
New Brunswick, NJ 08933
Principal Contact: Vivian Pai

Profile

As a leading manufacturer and distributor of health care products, Johnson & Johnson handles millions of pounds of packaging each year. The company has demonstrated a firm commitment to reducing its packaging and has successfully eliminated over 51 million pounds of packaging waste in two years.

Outstanding WasteWi\$e Efforts

- Reduced office paper usage by 443,000 pounds in 1995 and 750,000 pounds in 1994. This was accomplished by promoting duplex copying and the use of an electronic system.
- Reduced the amount of packaging material used for products by over 51 million pounds in 1994 and 1995. This number includes primary, secondary, and transport packaging made of materials such as paper, plastic, and aluminum.
- Developed PackTrack software that tracks, measures, and reports on a company's waste reduction activities. The software can monitor the waste reduction results from alterations in thousands of products or packaging materials simultaneously.

McDonald's Corporation

McDonald's Plaza

Oak Brook, IL 60521

Principal Contact: Robert L. Langert

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1994	1995
Paperboard	335,000	2,900,000
LDPE	2,100,000	
Mixed Paper		1,000,000
Corrugated	167,000	
Polypropylene		424,000

Profile

McDonald's has demonstrated an ongoing commitment to solid waste reduction, continually evaluating its packaging to ensure that the most efficient packaging material is used. Among dozens of waste reduction actions implemented by McDonald's are significant changes to its food packaging. Over the past two years these changes have conserved more than 6.8 million pounds of materials.

Outstanding WasteWi\$e Efforts

- Replaced hash brown cartons with hash brown bags. This activity conserved 2.9 million pounds of corrugated and saved McDonald's \$3.8 million.
- Reduced the basis weight of sandwich wraps, reducing mixed paper use by 1 million pounds and saving \$360,000.
- Reduced the diameter of straws, resulting in a lighter weight straw. Eliminated 424,000 pounds of polypropylene and saved McDonald's \$450,000.
- Reduced the back flap on large fry cartons, conserving 335,000 pounds of paperboard.
- Changed the case pack for 32-ounce cold cups and lids by utilizing the corrugated more efficiently. This effort eliminated 167,000 pounds of corrugated.
- Reduced low density polyethylene (LDPE) usage by 2.1 million pounds by switching to a redesigned trash bag that is both stronger and thinner.

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1994	1995
Corrugated	101,440,000	196,000,000
Aluminum	3,000,000	10,750,000

Profile

As a leading manufacturer and distributor of soft drinks, Pepsi-Cola Company has successfully implemented changes to its packaging that have eliminated millions of pounds of waste and saved millions of dollars. By making changes to its most essential product packaging, the soda can and the containers that transport them, Pepsi has demonstrated leadership in waste prevention.

Outstanding WasteWi\$e Efforts

- Replaced one-way corrugated shippers with reusable plastic cases for 1 liter and 20-ounce packages. This activity eliminated 196 million pounds of corrugated and saved \$44 million in 1995 and eliminated over 101 million pounds in 1994.
- Lightweighted aluminum cans. An additional 43 percent of Pepsi's system converted to the lightweighted lids. This saves 2 pounds of aluminum for every 1,000 cans. As a result of this activity, Pepsi conserved 10,750,000 pounds of aluminum in 1995 and 3 million pounds of aluminum in 1994.

The Pepsi-Cola Company

1 Pepsi Way

Somers, NY 10589

Principal Contact: Paul Boykas

Procter & Gamble

2 Procter & Gamble Plaza
Cincinnati, OH 45202

Principal Contact: Margaret Gerber

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1995
Corrugated	4,200,000
PET/HDPE	3,600,000
Boxboard	450,000

Profile

Procter & Gamble, a consumer products manufacturer that ships millions of products each year, has actively identified and implemented diverse changes in several types of packaging. Continuing an ongoing commitment to packaging reduction, Procter & Gamble implemented waste reduction actions in 1995 that conserved more than 8 million pounds of primary packaging materials.

Outstanding WasteWi\$e Efforts

- In 1994 and 1995, Procter & Gamble designed new packaging for Crisco Oil bottles that eliminates 2.5 million pounds per year of plastic and 1.3 million pounds per year of corrugated material. This reduction was achieved by

replacing the traditional cylindrical shape of the oil bottle with a rectangular design. By changing the bottle's geometry, a thinner layer of plastic can be used to deliver the same amount of oil. The resulting bottle uses 30 percent less plastic than before. In addition, by reducing storage space, the bottle's new design requires smaller shipping containers for transportation.

- Created new concentrated forms of hard surface cleaners that saved 1.1 million pounds of HDPE and PET and 2.9 million pounds of corrugated.
- Removed outer cartons from several skin care products. This activity saves 450,000 pounds of boxboard per year.

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1994	1995
Corrugated	40,838,000	
Paper Fiber		10,146,000
Adhesive	4,620,000	1,848,000

Profile

As a major manufacturer of corrugated packaging, Stone Container has demonstrated an active commitment to waste prevention through lightweighting, fiber reuse, and package redesign. These changes have conserved an impressive 57 million pounds of material in two years.

Stone Container

1979 Lakeside Parkway

Suite 300

Tucker, GA 30084

Principal Contact: Allen M. Koleff

Outstanding WasteWi\$e Efforts

- In 1994, Stone Container decreased corrugated container manufacturing waste by more than 40 million pounds by redesigning products to eliminate waste during manufacturing, by lightweighting, and by reusing fibers recovered from waste water.
- Reduced the amount of adhesive used in manufacturing corrugated boxes by over 1.8 million pounds in 1995 and over 4.6 million pounds in 1994.
- Reused paper fiber in its container and paper manufacturing process, saving over 10 million pounds of material.

Target Stores

33 South Sixth Street, CC-20E
 P.O. Box 1392
 Minneapolis, MN 55440-1392
Principal Contact: Jim Bosch

WasteWi\$e Waste Prevention Statistics

Material Reduced (lbs.)	1994	1995
Transport Packaging Materials		12,820,000
Plastic		3,000,000
Polypropylene	2,070,000	
Mixed Paper	230,000	

Profile

Target Stores, a national chain of over 600 retail stores, continues to break new ground in waste prevention. Driven by its success and cost savings so far, Target has set a goal to become “trashless” in its softlines merchandise by 1996, which entails eliminating all unnecessary packaging as well as reusing the necessary packaging. In 1994, the company had reduced packaging waste by 79 percent, and in 1995, the company reached the 95 percent “trashless” level. These results are evidence of Target’s clear and continuous commitment to waste prevention.

Outstanding WasteWi\$e Efforts

- For Target’s softlines merchandise, the company eliminated 3,000,000 pounds of plastic in 1995 (mostly bags used for primary packaging), adding to the 230,000 pounds of tissue paper and 2,070,000 pounds of polypropylene eliminated in 1994. The company has saved millions of dollars each year in reduced packaging materials costs and labor costs associated with unwrapping the merchandise. A key to this success was Target’s strong partnership with its vendors.
- Reduced the use of various transport packaging materials by 12,820,000 pounds in 1994.
- In 1994, Target continued its mission to go paperless by expanding the use of both electronic data interchange (EDI) and e-mail. This involved including new vendors in the policy of paperless purchase orders via EDI.

Abbott Laboratories redesigned its secondary packaging to reduce thickness while maintaining package strength. The health care company also donated more than 150,000 pounds of computers, lab equipment, and office furniture to charities.

Aetna Inc. initiated an office supply and equipment recapture program that conserved 8,500 pounds of office supplies and 120,000 pounds of office equipment. The program saved the company \$144,000. The insurance company also collected nearly 5 million pounds of recyclable corrugated, mixed office paper, wood, and construction waste.

Allergan, Inc., saved \$2.4 million through packaging reduction efforts, including eliminating inner packaging from shipping containers, reducing packaging rejects through improvements in the production process, and lightweighting plastic product bottles. The company also purchased 1,365,000 pounds of high-grade paper with 15 percent postconsumer content for product inserts.

Anheuser-Busch Companies reduced its total solid waste by 26 percent or 45 million pounds in 1995. This reduction was a result of many waste prevention and recycling activities, including lightweighting of cans and glass bottles and converting from wood to plastic pallets. The corporate office complex increased office paper recycling by 14 percent and also saved \$36,000 by using coffee mugs and beverage glasses in the cafeteria rather than disposable cups.

Apple Computer, Inc., reduced its use of disposable plastic forks and spoons, polystyrene cups, and cardboard trays in its cafeterias by 10 percent. Apple also increased its purchase of reusable plastic trays and ceramic cups and purchased 7,500 pounds of 100 percent postconsumer napkins for the first time.

Bethlehem Steel Corporation reduced its use of copier paper and high-grade office paper by duplex copying and improving the company's electronic data interchange transactions. These efforts saved Bethlehem Steel an estimated \$28,200. The company also collected 402,000 pounds of recyclables.

Baltimore Gas & Electric requested new gas meters to be delivered in shrink-wrap plastic instead of boxes, conserving approximately 65,000 pounds of corrugated and saving an estimated \$16,250. In addition, BG&E determined that recycled-content envelopes could be used for customer billing and still meet user specifications. The company will begin purchasing the envelopes next year.

The Body Shop purchased 100 percent refurbished furniture and work station partitions to provide work stations for 70 employees. The company also worked with a supplier to develop a recycled-content office supply catalog. The purchasing department has the authority to change a product an employee orders from virgin to recycled-content. In the winter, pallets that are no longer reusable are chopped into firewood for the elderly and poor.

Buckley's Quality Print Center donated scrap paper to area schools and plans to expand its donation program to include shipping peanuts, boxes and shipping supplies as well. Buckley's also began using fax post-it notes rather than cover sheets to reduce paper use, conserving an estimated 25 cover sheets daily as a result. The company has been stocking more recycled paper to be offered for all customer printing and copying jobs.

CITGO Petroleum Corporation conserved 753,000 pounds of paper by using electronic viewing methods. CITGO also conserved 350 pounds of paper by reducing the number of hard copies of material safety data sheets (MSDSs) for company products through on-line production and storage of MSDSs. By switching to electronic storage and retrieval for documents, CITGO also conserved 512 pounds of microfiche.

The Coca-Cola Company reduced the weight of its aluminum cans by 7 percent, saving 20,000 tons per year. The company purchased \$2 billion in recycled-content materials in 1995 and recycled more than 1.2 million pounds of corrugated, office paper, magazines, newspapers, aluminum cans, plastic bottles, and glass containers in the corporate office.

Compaq Computer Corporation reused the foam packaging inserts for selected refurbished computer products, saving an estimated \$62,000 in 1995. Compaq also placed employee bi-weekly newsletters and bulletins online, which conserved approximately 2 million pages of paper in 1995. The company installed double-sided copiers and increased its use of electronic communication to reduce the consumption of photocopy paper.

Eastman Kodak Company increased the return program for its Fun Saver Camera, encouraging photofinishers to return the cameras to Kodak for reuse and eventual recycling. Kodak also entered into a public partnership to develop waste prevention techniques to assist local Rochester, New York, businesses. Other partners include a local utility, the county environmental management council, and a local university.

EG&G conducted 11 waste minimization seminars for 185 employees in 1995. The workshops encourage employees to suggest and implement waste prevention measures. The employees examined ways to reduce wood, cardboard, paper, and metal. The company conserved 52,000 pounds of paper as a result of these employee education efforts. In addition, the company collected over 2.2 million pounds of recyclables.

Ford Motor Company was the first automotive company to issue worldwide automotive recycling guidelines to its suppliers and engineers. The company's North American plants collected over 700 million pounds of paper, plastics, metal, glass, and wood in 1995. The company also manufactures a variety of recycled products, including new tail-light housings made from salvaged plastic bumpers and polypropylene splash shields made from old automotive battery casings.

Fort Howard Corporation redesigned the primary packaging used for a wiping towel system, reducing packaging by 66 percent. Fort Howard also redesigned transport packaging for a jumbo bath tissue system, which reduced packaging by 25 percent. The company also recycled more than 3 million pounds of metals in 1995.

General Motors Corporation supplies material safety data sheets (MSDSs) to dealers through a computer network rather than sending hard copies. General Motors can update the forms without having to distribute new hard copies as well. GM also achieved a 78 percent reduction in landfilled packaging waste from assembly plants between 1993 and 1996, a reduction from 82 pounds per vehicle to an average of 13 pounds per vehicle.

Georgia-Pacific used 108 million pounds of postconsumer material in its corrugated boxes and linerboard products at its Big Island facility. The linerboard is 100 percent postconsumer mixed paper; the corrugated boxes are made of old cardboard containers. The combined percentage of postconsumer content is 40 percent, up from 18 percent in 1994.

The Gillette Company donated 12,500 pounds of materials to Boston Schools Recycle Center. Teachers use the materials for experimental and innovative classes. In addition, Gillette donated more than 1,300 pieces of office equipment to local non-profits.

Hallmark Cards, Inc., saved \$300,000 through its waste reduction program, which included reducing office paper usage, reusing packaging, implementing a supply exchange, purchasing materials in bulk, viewing reports on-line and purchasing reusable carryout trays and reusable mugs for the cafeteria.

HASBRO, Inc., reduced the thickness of its polypropylene parts bags by 12.5 percent, saving an estimated \$10,000 in 1995. By reducing the thickness and material used in its shipping corrugated containers by 15 percent, HASBRO saved approximately \$400,000.

Herman Miller, Inc., purchased \$75,000 of returnable packaging made with 100 percent recycled-content HDPE and collected more than 13 million pounds of recyclables in 1995. The company also gave a leather travel bag to each fulltime employee as a gift to demonstrate the positive benefits of recycling scrap leather and to thank them for their commitment to improving the environment.

Ingersoll-Rand Company switched from wood pallets to reusable plastic pallets and other returnable containers and also rebuilds and reuses wooden pallets and skids. The company estimates that these waste prevention and reuse efforts enabled it to conserve 252,000 pounds of wood in 1995. Ingersoll-Rand also increased the amount of corrugated collected for recycling from 167,000 pounds in 1994 to 3,428,000 pounds in 1995.

Inland Steel Company made process improvements that reduced the consumption of 1 million pounds of virgin bauxite (aluminum). The company also developed a program to minimize and reduce transport packaging by nearly 20,000 pounds.

Larry's Markets promoted the reuse of kraft shopping bags and the use of smaller bags. These efforts helped Larry's conserve more than 262,000 pounds of kraft paper at its stores. Larry's also purchased more than 56,000 pounds of 50 percent recycled-content HDPE bags for the first time in 1995.

Louisiana-Pacific Corporation reused 20 million pounds of asphalt by mixing it with pavement materials for a log deck and lumber storage area in Ukiah, California, and by using it as a sub-base in paving a distribution center. The company also recycled more than 482 million pounds of wood by-products into marketable soil amendment products.

Maytag Corporation conserved 2,417,000 pounds of corrugated at one of its facilities, Newton Laundry Products, by reducing the amount of packaging used for finished products. At the Galesburg Refrigeration Products facility, the facility expanded the returnable container program, conserving 4,860,240 pounds of wooden pallets and 57,500 pounds of foam packing materials.

Millipore Corporation reground and reused plastic in molded product components, conserving more than 151,000 pounds of plastic in 1995 and saving the company \$177,000. In addition, the company achieved a 28 percent recycling rate in 1995 (an 80 percent increase from 1994). Millipore also donates used computer equipment to non-profit organizations.

Motorola collected cleanroom booties and gloves for reprocessing and reuse, conserving 139,600 pounds of mixed plastic clothing. By substituting refillable canisters for plastic and glass chemical bottles, the company conserved 164,600 pounds of glass and 13,100 pounds of HDPE.

Mt. Bachelor Ski and Summer Resort increased the postconsumer content in the paper napkins it purchases from 10 percent to 90 percent. Mt. Bachelor purchased 6,000 pounds of the napkins in 1995. The resort also collected more than 44,000 pounds of recyclables in 1995.

Navistar International Transportation Corp. purchased more than 1.5 million pounds of recycled-content products, including corrugated paper items, office paper, and products made from LDPE. By reusing packaging containers and materials and using returnable containers, the company also conserved 2 million pounds of wood in 1995.

NEPTCO Incorporated replaced corrugated secondary packaging used to separate products in boxes with thinner paper separators. This enabled the company to conserve 3,750 pounds and save \$30,000. NEPTCO also decreased scrap and nonconforming product levels, saving an estimated \$12,500 in avoided disposal costs.

Northeast Utilities Service Company distributed bulk mail reduction kits to 2,000 employees, showing them how to return unwanted mail with a letter requesting removal from the mailing list. The company also recycled 732 tons of corrugated and office paper, which helped Northeast Utilities avoid approximately \$44,000 in landfill and incinerator tipping fees.

NYNEX worked closely with local government agencies to initiate waste prevention programs at two NYNEX facilities. The company eliminated unnecessary computer reports printed by the centralized distribution facility, conserving more than 27,000 pounds of paper and saving over \$30,000. NYNEX also recycled an estimated 44.5 million pounds of material in 1995.

Pennsylvania Power & Light reused utility poles and cross ties and avoided disposing of 1,852,000 pounds of wood. The company also refurbished and reused wooden pallets and reels, eliminating over 492,000 pounds of wood, and donated mixed office paper to a local handicap worker workshop, which receives any revenues from selling the paper.

The Perkin-Elmer Corporation developed a packaging return program in which the company pays for shipping when customers return packaging to Perkin-Elmer for reuse. In 1995, the company eliminated 38,000 pounds of corrugated and 8,000 pounds of mixed plastics, saving \$40,000 as a result of this program. Perkin-Elmer also conserved 10,000 pounds of corrugated in 1995 by reusing intraplant packaging.

Planet Recycle reused paper products, purchased items with reduced packaging, and donated office furniture and supplies to local nonprofit organizations. The small consulting company also recycled 7,400 pounds of materials and contends that more than 93 percent of its office supplies contain the highest recycled-content available.

Public Service Electric & Gas Company implemented a corporate-wide waste accounting system to track and measure waste generated by the company. In addition, the company recently completed renovations on a 50,000 square foot warehouse to be used as a company resource recovery facility and materials exchange. The company also recycled over 25 million pounds of material.

Radio Flyer, Inc., eliminated its use of four color printed labels on each corrugated box by switching to direct printing on the box. This activity conserved 100,000 pounds of mixed paper. Radio Flyer's products are sold to customers in these corrugated containers. Radio Flyer also implemented a scrap exchange to sell excess scrap metal equipment, eliminating 125,000 pounds of steel.

Schlegel Corporation reduced its use of steel drums, which conserved 3,150 pounds of steel and saved the company \$2,000. Schlegel also eliminated 13,000 pounds of paper and saved \$7,000 by reducing the amount of computer printouts and reports by over 50 percent. This was accomplished by increasing e-mail use, downloading reports to disks, and sharing printed reports.

Silicon Graphics eliminated paper forms used for purchasing transactions by implementing the Electronic Purchase Requisition System. Now, employees can order and receive products and services through electronic means from their desks without a carbon paper trail. By placing its phone directory and financial policies manual on-line, Silicon Graphics eliminated 4,550 pounds of paper and saved \$10,000 on reduced paper and binding costs.

Sligo Adventist School purchased 10,750 pounds of 100 percent recycled-content plastic playground equipment, 22,000 pounds of 100 percent recycled-content rubber "fall zone" protective surfacing, and 4,000 pounds of 100 percent (50 percent postconsumer) recycled-content copier paper. In addition, implementation of a vermicomposting program at the school eliminated 1,000 pounds of cafeteria food waste.

State Farm Mutual Automobile Insurance

Company eliminated over 23,000 pounds of high-grade paper by reducing the number of company phone directories published and by distributing employee fliers and notices on electronic mail instead of using paper fliers. State Farm also purchased nearly 30 million pounds of 20 percent recycled content paper products and began working with a paper mill that produces State Farm's general letterhead paper from its own paper waste generated in Bloomington, Illinois.

Stonyfield Farm Yogurt conserved over 40,300 pounds of polypropylene by lightweighting quart-size cups. Selling boxes for reuse rather than recycling them saved 138,717 pounds of corrugated. By recycling nearly 400,000 pounds of material, including plastic buckets, cups, and lids, office paper, steel drums, and wood pallets, Stonyfield Farm Yogurt reduced the net cost of handling its solid waste by an estimated 81 percent.

Texas Instruments reused wood pallets, semi-conductor shipping devices, and secondary packaging. These activities eliminated 200,000 pounds of wood waste and 60,000 pounds of plastic waste, enabling the company to save \$110,000 in 1995. Texas Instruments also recycled more than 40 million pounds of material in 1995, which reaped cost savings in excess of \$1 million due to avoided disposal costs.

The Walt Disney Company established a computerized set tracking system to allow for revamping and reusing production sets. This conserved 528,000 pounds of wood and saved \$528,000. The company also used theme park trash can liners made from a combination of Disney's old liners and other recycled-content material.

Xerox Corporation designed its photocopiers, cartridges, fax machines, and printers to be easily disassembled so that parts can be reutilized in new products. This conserved over 3.5 million pounds of plastic and 60 million pounds of metal. Xerox also reduced the packaging of its products and supplies, which conserved 3 million pounds of corrugated, 6 million pounds of wood, and 1.5 million pounds of plastic.